Data and Privacy File Guides

Apple Media Services: Fitness Plus Activity

October 2022

File name

Fitness Plus Activity.csv

File description

This file contains information related to the user's Fitness+ activity.

Why Apple keeps this information

Apple retains this information in order to understand user behavior and preferences, measure feature performance, and improve software design.

Field Name	Details
Action Context	The page from which the user action was taken
Action Type	The type of user action taken
Action URL	The internet address associated with the link on which the user took action
Active Subscription	Whether or not the user is a current subscriber
Active Subscription Start Date	The date on which which the user's subscription started
Activity Completed Count	The number of times the user completed a workout
Activity Workout Medium	The format in which the workout was provided (e.g., video or audio)
Age Bucket	The age range the user falls into (e.g., <18, 18-24, 25-34, 35-44, 45-54, 55-64, >65)
Amount Paid	Total purchase price in the applicable currency, as a decimal number (e.g., 9.99)
Analytics Variant	The ab experiment data (e.g., areaId = "area of ab experiment user belongs to", bucket = "bucket of ab experiment user belongs to", treatmentId = "treatment of ab experiment user belongs to")
App Name	The App from which the user action was taken
Apple ID Number	Apple account identifying number
Applied Filters	The filters applied to the page by the user
Authorization Key ID	Identifier for the user's authorization attempts
Badge Count	The number of customer badges
Billing Currency Code	Currency code associated with the user's purchases

Field Name	Details
Click Target	Identifying number for the content on which the user clicked
Click Target Type	The type of item clicked by the user (e.g., button, card, etc.)
Client ID	Identifier for the device from which the user action was taken (this identifier rotates every 6 months)
Consent Type	Whether the user has provided consent for Improve Fitness+
Content Badge	Identifier for the content badge earned by the user
Content Type	The type of content
Correlation ID	Identifier to associate interactions
Deep Link URL	The URL from which the user accessed Fitness+
Destination URL	The link used by the active application to link out to another application
Dialog ID	Identifier of the dialog
Dialog Message	Non-localized message identifier of the dialog (if available, otherwise the localized message)
Dialog Options	List of non-localized controls from which the user can choose (e.g., buttons)
Dialog Result	Indicates the outcome of the dialog
Dialog Subject ID	Identifier of the item which is the subject of this dialog
Dialog Title	The non-localized title of the dialog shown to the user
Dialog Type	The type of dialog shown to the user (e.g., SignIn)
Eligibility Status	The eligibility state of Fitness+ offer available to user from all available offers which are ranked in order of HARDWARE OFFER > INTRO > NONE
Evaluation Variant	The category evaluation the user has been attributed
Event Date Time	Date and time at which the action occurred
Event Received by Apple Servers	The time at which the user action registered on Apple's servers
Event Type	The user action taken on an app (e.g., click, search, enter, exit, etc.)
Event Type ID	Identifier for the type of event dialog the user received
Event Version	The event schema version for the action taken by the user
Exchange Rate	Exchange rate used to convert the user's purchase to USD

Field Name	Details
External Referral URL	The internet address of the web browser page from which the user was linked into the application
Hardware Category	The category of hardware from which the user accessed Fitness+ (e.g., mobile, watch, tv, tablet)
Hardware Family	The family of hardware from which the user accessed Fitness+ (e.g., iPhone, MacBook Pro, smartTV)
Host App	The name of the App that hosted the Action Context
Impressed Content Names	A list of content items that were shown to the user
In App Subscription	The unique identifier of the In App Subscription
Initial Subscription Start Date	The date and time at which the user's subscription began
Item Descriptions	An identifier for the content (can be an individual piece of content or a content grouping)
Marketing Agency ID	A unique identifier for the marketing agency providing the media
Marketing Annotation	Campaign metadata key for optimization (e.g., budget, ad campaign, artist, genre, format, ad text, creative template, CTA (call to action))
Marketing Badge Type	The type of most recent marketing badge
Marketing Channel	Identifier for offers associated with different channels (e.g., affiliate, paid social, organic social)
Marketing Token	A unique identifier associated to the marketing campaign
Media ID	Identifier for the workout video or trailer clicked by the user
Media ID Type	A unique identifier associated to the media selected by the user
Media Duration	Total length of the media, in milliseconds
Media Play Position	Position of the media when the user closed the media player while viewing a promotional content (e.g., trailer, preview, etc.) in milliseconds
Navigation	The user navigation action that caused the page to be displayed (e.g., back, forward)
Network Type	Type of internet connection
Notification ID	Identifier for the customer notification of a badge update
Offer Array	An array of values used for offers
Offer Details	The detail values of the offer details
Offer Placement	The placement of the offer

Field Name	Details
Offer Placement Type	The placement type of the offer
Offer Scenario	The values that describe a placement of an offer or set of offers
Offer Trial Period	A set of values used to determine the offer trial period
Offer Type	The type of offer the user interacted
Offer Eligibility Type	Whether the offer is an introduction or hardware
Offer Variant	The type of offer displayed to the user
OS	Operating system used to complete the action
OS Build Number	Operating system build number used to complete the action
OS Version	Version of the operating system used to complete the action
Page	The page from which the user action was taken
Page History	The last five pages viewed by the user
Page ID	A identifier for the page on which the user action was taken
Page Name	The localized name of the product or collection interacted by the user
Page Type	Describes the type of page on which the user action was completed
Page UI Location	A array of values used to describe the page the user interacted
Page URL	The internet address of the page on which the user action was completed
Post Time	The date and time at which the user's action posted to Apple's servers
Previous In App Subscription	The content of the previous In App Subscription
Previous Subscription Application	The previous subscription application
Previous Subscription Bonus ID	Identifier of the previous subscription bonus
Previous Subscription Bonus Period in Hours	The number of bonus hours associated to the previous subscription
Previous Subscription Currency Code	The currency value code the previous subscription
Previous Subscription Expiry Date	The previous subscription expiration date
Previous Subscription Free Trial Period Hours	The previous subscription free trial period, in hours

Field Name	Details
Previous Subscription Free Trial Period ID	Identifier of the previous free trial subscription period
Previous Subscription Grace Expiry Date	The previous subscription grace expiration date
Previous Subscription Key	The value of the previous subscription
Previous Subscription Offer ID	Identifier of the previous subscription offer
Previous Subscription Offer Period ID	The value of the previous subscription offer period
Previous Subscription Offer Period in Hours	The period in hours for the previous subscription offer
Previous Subscription Period ID	Identifier of the previous subscription period.
Previous Subscription Period in Hours	The previous subscription period, in hours
Previous Subscription Price Paid	Total purchase price in the applicable currency, as a decimal number (e.g. 9.99)
Previous Subscription Purchase ID	Identifier of the previous subscription purchase
Previous Subscription Purchase Key	Identifier of the previous subscription purchase item
Previous Subscription Purchase Status	The status of the previous subscription purchase
Previous Subscription Start Date	The start date of the previous subscription
Previous Subscription Type ID	Identifier of the previous subscription purchase
Price Type	The type of pricing used
Product Type Code	A set of values of the product purchased
Purchase Items	A set of values of the purchased items
Purchase Result Type	The purchase result type description (eg., successful, failure)
Referral App Name	Name of the referring application that caused the active application to launch
Screen Pixel Ratio	Pixel multiplier factor (e.g. 1, 2)
Session Is Shared	Whether the user is in a shared media session after receiving an invite to co-listen/co-watch
Shared Activity Devices-Current	The number of devices connected to the Shared Play at the time the data is collected
Shared Activity Devices-Max	The maximum number of devices connected to the Shared Play

Field Name	Details
Store Front	The country from which the user action was taken
Store Front Header	Store Front Header Identifier
Sub Product ID	Identifier of the product that the user downloaded
Subscriber Purchaser Status	Identifies if the subscription was purchased or part of a Family shared subscription
Subscriber Special Access Type	Whether the subscription is special access
Subscription Application	The application associated to the subscription
Subscription Bonus Period ID	Identifier of the subscription bonus period
Subscription Bonus Period in Hours	The subscription bonus period, in hours
Subscription Bundle	Whether the subscription is part of a bundle offer
Subscription Bundle ID	Identifier of the bundle offer
Subscription Bundle Name	The subscription bundle name
Subscription Bundle Offer ID	Identifier of the bundle offer
Subscription Content ID	Identifier of the subscription content
Subscription Content Provider	The provider name of the subscription content
Subscription Currency Code	Currency code associated with the subscription
Subscription Event Type	Identifier of the type of event dialog the user received
Subscription Expiration Date	The date and time the subscription is set to expire
Subscription Expiry Date	The date and time the subscription expired
Subscription Free Trial Period Hours	The subscription free trial period, in hours
Subscription Free Trial Period ID	Identifier of the subscription free trial period
Subscription Free Trial Period Active ID	Identifier of the active free trial period
Subscription Genre	The genre description of the subscription
Subscription Genre Name	The name of the subscription genre
Subscription Grace Expiry Date	The subscription grace period expiration date
Subscription Grace Period ID	Whether the subscriber is within a subscription grace period
Subscription ID	Identifies the product associated to the subscription
Subscription Identifier	Identifier of the subscription offers

Field Name	Details
Subscription Key	Identifier of the subscription
Subscription Offer ID	Identifier of the subscription offer
Subscription Offer Period ID	Identifier of the subscription offer period
Subscription Offer Period in Hours	The subscription offer period, in hours
Subscription Offer Type	The type of subscription offer
Subscription Period	The subscription duration period
Subscription Period ID	Identifier of the subscription period
Subscription Period in Hours	The number of hours associated to the subscription
Subscription Pool Type	Identifier of the subscription pool type
Subscription Price	The price of the subscription in the applicable, as a decimal number (e.g. 9.99)
Subscription Price Paid	Total price of the subscription in in the applicable, as a decimal number (e.g. 9.99)
Subscription Product App Name	The name of the subscription product application
Subscription Product Name	The name of subscription product
Subscription Product Provider Name	The name of the subscription product provider
Subscription Product SubBundle	The identifier associated with the subscription, if there are sub bundles
Subscription Product SubType Name	The name of the subscription product subtype content
Subscription Product Type	The type of subscription product offer
Subscription Promo ID	Identifier of the subscription type
Subscription Purchase ID	Identifier of the subscription total purchase
Subscription Purchase Key	Identifier of the subscription purchase
Subscription Purchase Status	The status of the purchased subscription
Subscription Set Identifier	Whether annual subscriptions is set
Subscription Renew Start Date	The date and time the subscription was renewed
Subscription State	The state of a new subscription
Subscription Status	The status of the subscription (e.g., paid, trial)
Subscription Type ID	Identifier of the purchase of the subscription

Field Name	Details
Tab	The tab or page within an application of the action
Timezone Offset Min	The difference between GMT (UTC) and the timezone from which the user action was taken, in minutes
Transaction ID	An identifier for the transaction
Type	The type of event or primary activity
User Actions	Actions the user took while interacting with a dialog
User Subscription Status	The user's subscription status, when applicable (e.g., ERROR_GRACE, FULL_PAID)
Visit End Time	The date at which the user session was ended
Visit ID	A unique ID associated to the user’s session
Visit Spill	Whether the user session continued into the next day
Visit Start Time	The start time of the user session
Workout Array	An array of information associated to the workout
Workout Body Focus	Describes the workout body focus
Workout Categories	A unique set of values associated to workout categories
Workout Description	A description of the workout
Workout Duration	The full workout duration, in milliseconds
Workout Episode Number	The episode number of the workout
Workout Equipment	The workout equipment associated to the workout
Workout Genres	The genres associated to the workout
Workout ID	Identifier of the workout
Workout Intensity	The level of intensity associated to the workout (e.g., high, medium or low)
Workout Language	The language of the workout
Workout Name	The name of the workout
Workout Primary Genres	The primary genres that are associated to the workout
Workout Program Body Focus	The workout program body focus (eg., core, upper body)
Workout Program Categories	A unique set of values associated to workout program categories
Workout Program Description	A description of the workout program

Field Name	Details
Workout Program Equipment	Describes the workout equipment associated to the workout program
Workout Program Genres	A description of the genres associated to the workout program
Workout Program Identifier	A unique ID associated to the workout program
Workout Program Intensity	The level of intensity associated to the workout program (e.g., high, medium or low)
Workout Program Language	The language of the workout program
Workout Program Name	The name of the workout program
Workout Program Primary Genres	The primary genres that are associated to the workout program
Workout Program Release Date	The date at which the workout program was released
Workout Program Skill Level	The difficulty of the workout program skill level (e.g., high, medium, or low)
Workout Program Themes	The filters or themes (only for meditation), which are applicable for this program (e.g., calm, kindness, gratitude, wisdom, purpose)
Workout Program Trainers	A list of the trainers associated to the workout program
Workout Release Date	The date at which the workout was released
Workout Skill Level	The difficulty of the workout skill level (e.g., high, medium, or low)
Workout Sort View	An array of values associated to the workout (e.g., date, trainer, duration)
Workout Theme	The filters or themes (only for meditation), which are applicable for this workout (e.g., calm, kindness, gratitude, wisdom, purpose)
Workout Trainers	A list of the trainers associated to the workout
Workout Types	A type list that provides information specific to the workout